S1E14

Think Bigger, Give Back, Play the Long Game

Season 1 Episode 14 Notes

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Contents

Episode Synopsis

Jenny Groberg plays the long game. As founder of BookSmarts Accounting and Utah's 2024 CEO of the Year named by *Utah Business* magazine, she's built a team of more than 30 women by betting on patience, people, and the slow compounding power of showing up every day. In this episode of Sweet Takes, she takes a ride with Coby to Nielsen's Frozen Custard, and they chat about what that philosophy looks like in practice.

The conversation digs into the four principles guiding how she runs her business: think bigger, give back, the power of small gains, and progress over perfection. Jenny explains why she invested heavily in training and hiring talent through BYU Pathway across three continents, a move some on her team called a financial mistake, and how it's already shaping her company's next phase of growth. She also shares practical advice for business owners, including her "Final Five" reports for making decisions based on numbers instead of emotion.

It's a candid conversation about resilience, patience, and playing the long game in business and in life.

About
Jenny Groberg

Highlights

Jenny Groberg is the founder and CEO of BookSmarts Accounting and Bookkeeping, which she launched in 2008.

Named Utah's 2024 CEO of the Year by Utah Business, she leads a team of more than 30 women offering fractional accounting services to hundreds of clients.

A mom of five, she's passionate about helping women grow at every stage of their lives.

Expertise

Jenny’s impactful financial insights have been featured in major media outlets including Forbes, Fox Business Live, Entrepreneur Magazine, Accounting Today, Nasdaq, Yahoo Finance, US News, and KSL TV.

A four-time 2023 Stevie Award winner whose firm was recognized as a 2023 Top 100 Company in Utah Championing Women, Jenny also pioneers global workforce development.

She established a unique international certification pipeline in regions like the Philippines and Africa, creating a reliable, cross-trained professional "bench" to ensure long-term stability for clients.

Related Links

- Meet the Booksmarts Team
- Jenny Groberg LinkedIn

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Show Notes

In This Episode

- How BookSmarts' fractional model lets companies build a custom accounting team (bookkeeper, CPA, CFO) without the overhead of full-time hires
- Jenny's current "hiring blitz" and why she staffs ahead of demand to keep her team from burning out
- The BYU Pathway partnership: teaching a ten-week accounting course, scaling to monthly cohorts, and offering free certifications under the BookSmarts umbrella
- Why she hired six interns across Africa, the cybersecurity hurdles of going global, and the internal pushback that it "didn't make sense financially"
- Telling students to be "hustlers" and getting 300 résumés in a single afternoon
- Her four guiding principles: think bigger, give back, the power of small gains, and progress over perfection
- The "Final Five": reviewing five financial reports in the last five minutes of each day to make decisions based on numbers, not emotion
- Comparing three time periods side by side to spot outliers and adjust before small problems grow
- Paying off $250K in student loans in two and a half years by continuing to live like students
- Making calculated risks by cash flowing them instead of taking on debt
- A tour of Nielsen's Frozen Custard: the double vanilla scoop, the concrete, and the loaded vanilla-with-everything

Memorable Quotes

- "A lot of people don't see anything bigger than the box that they've placed themselves into."
- "You don't have to be perfect. You just show up. If you just give 80%, that's pretty great."
- "There's something to be said about compounding effort and growth."
- "Base your decisions on numerical evidence rather than emotion."

Key Takeaways

- Play the long game: short-term costs that build stability and loyalty often beat the cheaper, faster option.
- Give back early — the relationships built through generosity can become unexpected catalysts for growth.
- Small, compounding gains matter more than dramatic bursts of effort.
- Aim for progress over perfection; showing up and giving your best beats waiting to be flawless.
- Let your numbers, not the loudest fire of the day, guide your decisions.